



SPIRIT OF BANKING

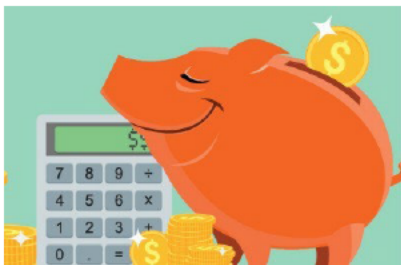


APRIL 2023



Support Storm Recovery Efforts in Mississippi and Arkansas

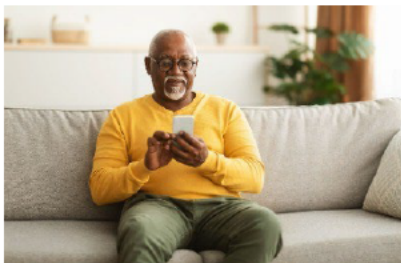
The recent storms across the South severely affected ABA member banks, their staff and their communities. Help the ABA Foundation aid relief efforts in Mississippi and Arkansas. Contribute to the Mississippi Bankers Association's tornado recovery efforts by [donating here](#). And support the Arkansas Bankers Association and Kentucky Bankers Association as they help fellow bankers affected by storms in Arkansas by [donating now](#).



Teach Children to Save Day is Almost Here!

April 27 is Teach Children to Save Day, and the ABA Foundation has the resources you need to celebrate. [Register for free](#) and get access to engaging videos, an easy-to-use communications toolkit, presentation resources and more. Missed our webinar on ways to participate in Teach Children to Save? Register to [view on demand](#)

here.



Upcoming Free Webinar on Resources for Protecting Older Americans

To celebrate Older Americans Month in May, ABA and the ABA Foundation are shining a spotlight on our resources that can help you connect with — and support — the seniors in your community. Join us for [a free webinar](#) on Tuesday, May 9, to learn how to protect your

bank's older customers and discover strategies that your peers successfully implemented at their banks. The webinar will cover information on banker training, accessing federal advisories, and educating consumers about scams and financial caregiving.



Mark Your Calendar: 2023 Community Commitment Awards Entry Period Opens May 1

Get set to submit an entry for the ABA Foundation's [2023 Community Commitment Awards](#)! The submission period opens May 1 and ends July 7. This national program celebrates America's banks and their dedication to the people and communities they serve. The ABA

Foundation wants to recognize banker-driven programs and initiatives across seven categories and a non-CEO employee for the George Bailey Distinguished Service Award.



3 Ways Banks Can Shift from Financial Literacy to Empowerment

For decades, the financial services industry has been a leader in creating top-notch financial literacy programs. While this work is crucial for financial well-being, we know that financial literacy alone will not

solve the immense economic challenges our communities face. An article in the latest edition of the ABA Banking Journal, titled "Moving from Financial Literacy to Financial Empowerment," highlights three ideas to help the industry go beyond money management to enable people to take control of their financial futures. [Read the article.](#)



Banks in the Spotlight: Corporate Responsibility at Work

This month, we spotlight the [2022 ABA Foundation Community Commitment award winner](#) for Financial Education: First

Commonwealth Bank, Indiana, PA. First Commonwealth used its FCB Financial Education Program to help achieve its mission of improving the financial lives of its neighbors and businesses. The bank

incorporates a blend of in-person and virtual classes to teach individuals of all ages, incomes and backgrounds how to better manage, save, borrow and protect their money. Since 2010, FCB has provided more than 4,300 financial education sessions to more than 93,000 participants, including bank employees. [Watch the video.](#)

